

**WPBF** 3970 RCA Boulevard **Suite 7007** Palm Beach Gardens, FL 33410 Main: (561)694-2525 Billing: (407)389-7661

Invoice #	Invoice Date	Invoice Month	Invoice Period
936383-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washingto	National

www.thewpbfchannel.com

Billing Address:

**Product** Estimate Number Advertiser AMERICAN CROSSROAD 693 **American Crossroads** 

**Crossroads Media Attention: Accounts Payable** 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

Flight Dates	Order #	Alt Order #				
10/16/12 - 10/22/12	936383	06251926				
Billing Calendar Broadcast	Billing Type Cash	Deal #				
Special Handling						
IDB #   Advertiser Code   Product Code						

Send Payment To: **WPBF** PO Box 26885 Lehigh Valley, PA 18002-6885

27 Agency Ref Advertiser Ref

Line Start Date	End Date	Description	ı	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
1 10/19/12 Class of T	10/19/12 me - Pre-empt	WPBF New	vs 25 @ 5an ce	1 5-530am	1	:30	1	\$125.00	NM	· · · · ·
Weeks:	Start Date 10/15/12	End Date 10/21/12	<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$125.00					
Spots: <u>#</u> C 1 W	n <u>Day Air I</u> PBF <i>F 10/1</i> <i>Credited</i>		ime Descrip WPBF	otion News 25 @ 5am	Start/End Time 5-530am		th Ad-ID			<u>Rate</u> <u>Type</u> \$125.00 NM
2 10/19/12 Class of T	10/19/12 me - Immediat	M-F 5pm N tely Pre-empt	ews ible without	5-6pm notice	1	:30	1	\$375.00	NM	
Weeks:	Start Date 10/15/12		<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$375.00					
Spots: # C 1 W			ime Descrip PM M-F 5p		Start/End Time 5-6pm		h Ad-ID O USPRTV	?1ACH		<u>Rate Type</u> \$375.00 NM
4 10/22/12 Class of Ti	10/22/12 me - Pre-empt	Nightline	ce	11:35-12:05AM	1	:30	1	\$350.00	NM	
Weeks:	Start Date 10/22/12		MTWTFSS 1	Spots/Week 1	Rate \$350.00					····
Spots: <u>#</u> Cl 1 W	n <u>Day Air I</u> PBF <i>M 10/2</i> <i>Credited</i>		ime <u>Descrip</u> Nightlin		<u>Start/End Time</u> 11:35-12:05AM		h Ad-ID			<u>Rate</u> <u>Type</u> \$350.00 NM
5 10/22/12 Class of Ti	10/22/12 me - Pre-empt	The View	ce c	11A-12PM	1	:30	1	\$475.00	NM	
Weeks:	Start Date 10/22/12		MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$475.00				W-1	AND
	n <u>Day Air [</u> PBF <i>M 10/2</i> <i>Credited</i>		ime Descrip The Vie		Start/End Time 11A-12PM		h <u>Ad-ID</u> 0			<u>Rate Type</u> \$475.00 NM
6 10/22/12 Class of Ti	10/22/12 me - Pre-empt	WPBF New	/s 25 @ Noo	n 12pm-1230pm	1	:30	1	\$275.00	NM	
Weeks:	Start Date 10/22/12		MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$275.00					
Spots: <u>#</u> Cl 1 W			ime <u>Descrip</u> PM WPBF	otion News 25 @ Noon	Start/End Time 12pm-1230pm		<u>h Ad-ID</u> 0 usprtv2	21ACH		<u>Rate</u> <u>Type</u> \$275.00 NM
8 10/22/12 Class of Ti	10/22/12 me - Pre-empt			GENERAL HOSP	IT 1	:30	1	\$350.00	NM	
Weeks:	Start Date		MTWTFSS	Spots/Week	Rate					



Invoice #	Invoice Date	Invoice Month	Invoice Period
936383-1	10/28/12	October 2012	10/01/12 - 10/22/12

Α	dvertiser	Product	Estimate Number
Α	merican Crossroads	AMERICAN CROSSROAD	693

www.t	hewpbfchannel.	com									
								Spots/			
Line	Start Date	End Date	Description	n	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
8	3 10/22/12 Class of Tir	10/22/12 ne - Pre-emp	GENERAL otible with noti	. HOSPITAL	GENERAL HOSPIT	1	:30	1	\$350.00	NM	
		10/22/12	10/28/12	1	1	\$350.00					
	Spots: # Ch			Time Descript	•	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBFM 10/	/22/12 2:2	3 PM GENER	AL HOSPITAL	GENERAL HOS	PIT :3	0 USPRTV21	ACH		\$350.00 NM
9	0 10/22/12 Class of Tir	10/22/12 ne - Immedia	Dr. Oz ately Pre-emp	tible without no	4-5p otice	1	:30	1	\$450.00	NM	
	Weeks:	Start Date 10/22/12	End Date 10/28/12	MTWTFSS 1	Spots/Week	<u>Rate</u> \$450.00					
	Spots: # Ch			Time Descript	ion	Start/End Time	Lengt	h Ad-ID			Rate Type
				8 PM Dr. Oz		4-5p		0 USPRTV21	ACH	4,4	\$450.00 NM
10	10/22/12 Class of Tir	10/22/12 ne - Pre-emr	WPBF New	ws 25 @ 5am	5-530am	1	:30	1	\$125.00	NM	
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	10/22/12 Day Air	10/28/12 Date Air i	1 Time Descript	1 ion	\$125.00 Start/End Time	l engt	h Ad-ID			Rate Type
					lews 25 @ 5am	5-530am		0 USPRTV21	ACH		\$125.00 NM
11	10/22/12 Class of Tir	10/22/12 ne - Immedia	M-F 5pm Nately Pre-emp	News tible without no	5-6pm otice	1	:30	1	\$375.00	NM	
	Weeks:	Start Date 10/22/12		MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$375.00					7 3
	Spots: # Ch			Time Descript	<u>ion</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
	1 WF	PBF M 10/	/22/12 5:2	9 PM M-F 5pm	n News	5-6pm	:3	0 USPRTV21	ACH		\$375.00 NM
12	2 10/22/12 Class of Tir	10/22/12 ne - Pre-emp	WPBF New	ws 25 Morning ice	s5:30-5:57am	1	:30	1	\$200.00	NM	
	Weeks:	Start Date 10/22/12	End Date 10/28/12	MTWTFSS 1	Spots/Week 1	Rate \$200.00					
	Spots: # Ch 1 WF			<u>Fime</u> <u>Descript</u> 5 AM WPBF N	<u>ion</u> Iews 25 Mornings @ :	Start/End Time 5:3(5:30-5:57am		<u>h Ad-ID</u> 0 usprtv21	ACH		<u>Rate Type</u> \$200.00 NM
13	3 10/22/12 Class of Tir	10/22/12 ne - Immedia	WPBF Ne	ws 25 @ 6:00F	PI6-6:30PM	1	:30	1	\$450.00	NM	
	Weeks:	Start Date 10/22/12	<u> </u>	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$450.00					
	Spots: # Ch	Day Air	Date Air	Time Descript	ion	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
	1 WF	PBF M 10/	/22/12 6:2	1 PM WPBF N	lews 25 @ 6:00PM	6-6:30PM	:3	0 USPRTV21	ACH		\$450.00 NM
14	10/22/12 Class of Tir	10/22/12 ne - Pre-emp	WPBF New	ws 25 Morning ice	s6-7AM	1	:30	1	\$375.00	NM	
	Weeks:	Start Date 10/22/12	End Date 10/28/12	MTWTFSS 1	Spots/Week 1	Rate \$375.00					
	Spots: # Ch			<u> Time</u> <u>Descripti</u>	•	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBF M 10/			lews 25 Mornings	6-7AM	:3	0 USPRTV21	ACH		\$375.00 NM
15	i 10/22/12 Class of Tin	10/22/12 ne - Fixed No	Wheel Of for Pre-emptib		7-7:30PM	1	:30	1	\$2,000.00	NM	
	Weeks:	Start Date 10/22/12	· · · · · · · · · · · · · · · · · · ·	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$2,000.00				•••	
	Spots: # Ch 1 WF			<u>Fime</u> <u>Descripti</u> 8 PM Wheel O		Start/End Time 7-7:30PM		<u>h Ad-ID</u> ) USPRTV21	ACH		<u>Rate Type</u> \$2,000.00 NM
16	10/22/12	10/22/12		ning America		1	:30	1	\$475.00	NM	7=,000.00 1419
	Weeks:	Start Date 10/22/12		MTWTFSS 1	Spots/Week	<u>Rate</u> \$475.00					<del></del>
	Spots: # Ch			Fime Descripti	•	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type



Send Payment To:
WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

COLUMN CO	All Control		
Invoice #	Invoice Date	Invoice Month	Invoice Period
936383-1	10/28/12	October 2012	10/01/12 - 10/22/12

<u>Advertiser</u>	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	693

www.t	hewpbfchannel	com								
			5	O. 45 15			Spots/	D. 4	<b>.</b>	
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
16	10/22/12 Class of Tir	10/22/12 ne - Pre-emp	Good Morning America tible with notice	7-9AM	1	:30	1	\$475.00	NM	
	Spots: # Ch		Date Air Time Descrip		Start/End Time		h Ad-ID			Rate Type
	1 WF	PBF M 10/2	22/12 8:50 AM Good M	lorning America	7-9AM	:3	0 USPRTV2	1ACH		\$475.00 NM
17	7 10/22/12 Class of Tir	10/22/12 ne - Fixed <b>N</b> o	Jeopardy on Pre-emptible	7:30-8PM	1	:30	1	\$2,000.00	NM	
	Weeks:	Start Date 10/22/12	End Date MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$2,000.00					
	Spots: # Ch		10,20.12	•	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBF M 10/2	22/12 7:42 PM Jeopard	ly	7:30-8PM	:3	0 USPRTV2	1ACH		\$2,000.00 NM
19	10/20/12 Class of Tir	10/20/12 ne - Immedia	GMA Saturday 7-8am itely Pre-emptible without n	Sat 7am-8am notice	1-	:30	1	\$300.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121-	Spots/Week 1	<u>Rate</u> \$300.00					
	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
	1 WF	PBF Sa 10/2	20/12 7:30 AM GMA Sa	aturday 7-8am	Sat 7am-8am	:3	0 USPRTV2	LACH		\$300.00 NM
20			Sun 11:35pm Late News itely Pre-emptible without n	otice	1	:30	1	\$250.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week 1	<u>Rate</u> \$250.00					
	Spots: # Ch			tion .	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBF Su 10/2	21/12 12:00 AM Sun 11:	35pm Late News	1135p-12am	:3	0 USPRTV2	1ACH		\$250.00 NM
21	10/21/12 Class of Tir	10/21/12 ne - Immedia	GMA Sunday 7-8am Itely Pre-emptible without n	Sun 7-8am notice	1	:30	1	\$300.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week 1	<u>Rate</u> \$300.00					
	Spots: # Ch		-	•	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBF Su 10/2	21/12 6:59 AM GMA St	unday 7-8am	Sun 7-8am	:3	0 USPRTV2	1ACH		\$300.00 NM
22	2 10/21/12 Class of Tir	10/21/12 ne - Pre-emp	Sun ABC Prime A tible with notice	7-8PM	1	:30	1	\$850.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week	<u>Rate</u> \$850.00					
	Spots: # Ch			tion	Start/End Time	Lengt	h Ad-ID			Rate Type
		PBF Su 10/2	21/12 6:58 PM Sun AB	C Prime A	7-8PM		0 USPRTV2	1ACH		\$850.00 NM
23	3 10/18/12 Class of Tir	10/18/12 ne - Pre-emp	M-SUN WPBF News 25 tible with notice	€11-11:35PM	1	:30	1	\$500.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	10/15/12 Day Air	10/21/121 <u>Date</u> <u>Air Time</u> <u>Descript</u>	i tion	\$500.00 Start/End Time	Lengt	h Ad-ID			Rate Type
	. –	PBF Th 10/		WPBF News 25 @.			00			\$500.00 NM
		Credited	"							
24	10/18/12 Class of Tir	10/18/12 ne - Pre-emp	Nightline tible with notice	11:35-12:05AM	1	:30	1	\$350.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS1	Spots/Week	<u>Rate</u>			<u> </u>		
	Spots: # Ch			1 tion	\$350.00 Start/End Time	Lengt	h Ad-ID			Rate Type
		PBF Th 10/ Credited			11:35-12:05AM	:0				\$350.00 NM
25	10/18/12 Class of Tin	10/18/12 ne - Pre-emp	The View tible with notice	11A-12PM	1	:30	1	\$475.00	NM	
	Weeks:		End Date MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	10/15/12 Day Air	10/21/121 Date Air Time Descript	1 tion	\$475.00 Start/End Time	l enci	h Ad-ID			Rate Type
ſ	Opota. # Off	Day VIII	Daro VII LILIE DESCLIDI	<u>uon</u>	Statue Hille	rengt	<u>70-10</u>			Trace Type



Invoice #	Invoice Date	Invoice Month	Invoice Period
936383-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	693

www.i	thewpbfchannel.	com								
lina	Start Data	End Data	Description	Start/End Time	MTD-TECC	Longth	Spots/	Poto	Tuno	
-	Start Date		Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
28	5 10/18/12 Class of Tin	10/18/12 ne - Pre-emp	The View otible with notice	11A-12PM	1	:30	1	\$475.00	NM	
	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
	7 VVF	PBF Th 10/ Credited		riew	11A-12PM	::	00			\$475.00 NM
26	3 10/18/12 Class of Tin	10/18/12 ne - Pre-emp	WPBF News 25 @ No	oon 12pm-1230pm	1	:30	1	\$275.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$275.00					
1	Spots: # Ch			•	Start/End Time	Lengi	th Ad-ID			Rate Type
	1 WF	PBF Th 10/ Credited		News 25 @ Noon	12pm-1230pm	:0	00			\$275.00 NM
28			GENERAL HOSPITAL ptible with notice			:30	1	\$350.00	NM	4
	Weeks:	Start Date 10/15/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$350.00					
	Spots: # Ch	Day Air	Date Air Time Descr		Start/End Time		th Ad-ID			Rate Type
	1 WF	PBF Th 10/	18/12 2:24 PM GENE	RAL HOSPITAL	GENERAL HOS	SPIT :3	0 USPRTV2	21ACH		\$350.00 NM
29			Dr. Oz ately Pre-emptible without		1	:30	1	\$450.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week 1	<u>Rate</u> \$450.00					
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
	1 WF	PBF Th 10/	18/12 4:22 PM Dr. Oz	<u> </u>	4-5p	:3	0 USPRTV2	21ACH		\$450.00 NM
30		<u>.</u>	WPBF News 25 @ 5a otible with notice	•	1	:30	1	\$125.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$125.00					
	Spots: # Ch				Start/End Time	Lengt	th Ad-ID			Rate Type
	1 WF	PBF Th 10/	18/12 5:22 AM WPBF	News 25 @ 5am	5-530 <b>a</b> m	:3	0 USPRTV2	21ACH		\$125.00 NM
31	<del></del>		M-F 5pm News ately Pre-emptible without		1	:30	1	\$375.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week 1	<u>Rate</u> \$375.00					
	Spots: # Ch			<del></del>	Start/End Time		h Ad-ID			Rate Type
	1 WF	PBF Th 10/	18/12 5:09 PM M-F 5	pm News	5-6pm	:3	0 USPRTV2	21ACH		\$375.00 NM
32	Class of Tin	ne - Pre-emp	WPBF News 25 Morni		1	:30	1	\$200.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week 1	<u>Rate</u> \$200.00					
	Spots: # Ch		Date Air Time Descr		Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
	1 WP	PBF Th 10/	18/12 5:56 AM WPBF	News 25 Mornings @	5:3(5:30-5:57am	:3	0 USPRTV2	21ACH		\$200.00 NM
33			WPBF News 25 @ 6:0 ately Pre-emptible without	00Pl6-6:30PM notice	1	:30	1	\$450.00	NM	
		Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week 1	<u>Rate</u> \$450.00					
	Spots: # Ch	Day Air	Date Air Time Descri	•	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
	1 WP	PBF Th 10/ Credited		News 25 @ 6:00PM	6-6:30PM	:0	0	·····	···	\$450.00 NM
34	10/18/12 Class of Tin	10/18/12 ne - Pre-emp	WPBF News 25 Morni otible with notice	ngs6-7AM *	1	:30	1	\$375.00	NM	
		Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week 1	<u>Rate</u> \$375.00					



Invoice #	Invoice Date	Invoice Month	Invoice Period
936383-1	10/28/12	October 2012	10/01/12 - 10/22/12

<u>Advertiser</u>	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	693

www.thewpbfchanne	el.com									
				0/= 1.=		1	Spots/	D-4a	Tues	
Line Start Date		Description		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
34 10/18/12 Class of T	10/18/12 ime - Pre-emp	WPBF Notible with no	ews 25 Mornin tice	ngs6-7AM	1	:30	1	\$375.00	NM	
Spots: # C			Time Descrip		Start/End Time		th Ad-ID	24 - 5		Rate Type
1 W	/PBF Th 10/	18/12 6:	40 AM WPBF	News 25 Mornings	6-7AM	:3	0 USPRTV	ZIACH		\$375.00 NM
35 10/18/12 Class of T	10/18/12 ime - Fixed No	Wheel Of on Pre-empt		7-7:30PM	1	:30	1	\$2,000.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$2,000.00					
Spots: # C			Time Descrip		Start/End Time		th Ad-ID	21 - 6		Rate Type
1 W	/PBF Th 10/	18/12 6:	59 PM Wheel	Of Fortune	7-7:30PM	:3	0 USPRTV	ZIACH		\$2,000.00 NM
36 10/18/12 Class of T	10/18/12 ime - Pre-emp	Good Mo otible with no	rning America tice	7-9AM	1	:30	1	\$475.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$475.00		-			
Spots: # C			Time Descrip		Start/End Time		th Ad-ID			Rate Type
1 W	/PBF Th 10/	18/12 8:	39 AM Good N	Morning America	7-9AM	:3	0 USPRTV	21ACH		\$475.00 NM
37 10/18/12 Class of T	10/18/12 ime - Fixed No	Jeopardy on Pre-empt	ible	7:30-8PM	1	:30	1	\$2,000.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	<u>MTWTFSS</u> 1	Spots/Week 1	Rate \$2,000.00					
Spots: # C			Time Descrip		Start/End Time		th Ad-ID			Rate Type
1 W	PBF Th 10/	18/12 7:	53 PM Jeopar	dy	7:30-8PM	:3	0 USPRTV	21ACH		\$2,000.00 NM
38 10/18/12 Class of T	10/18/12 ime - Pre-emp	Dr. Oz Motible with no		9-10a	1	:30	1	\$250.00	NM	W .
Weeks:	Start Date 10/15/12	End Date 10/21/12	<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$250.00					
Spots: # C			Time Descrip		Start/End Time		th Ad-ID	24		Rate Type
1 VV	/PBF Th 10/		26 AM Dr. Oz		9-10a		0 USPRTV	ZIACH		\$250.00 NM
39 10/16/12 Class of T	10/16/12 ime - Pre-emp	M-SUN V	VPBF News 2! tice	5 (11-11:35PM	-1	:30	1	\$500.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	<u>MTWTFSS</u> -1	Spots/Week 1	<u>Rate</u> \$500.00					
Spots: # C			Time Descrip	<del></del>	Start/End Time	Lengt	th Ad-ID			Rate Type
1 W	PBF Tu 10/ Credited		M-SUN	I WPBF News 25 @	11PM 11-11:35PM	:0	00			\$500.00 NM
40 40/40/40		<del></del>		11:35-12:05AM	1	.00		A050.00		
40 10/16/12 Class of T	10/16/12 ime - Pre-emp	Nightline otible with no	tice	11:55-12:USAM	-1	:30	1	\$350.00	NM	
Weeks:	Start Date 10/15/12	***************************************	MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$350.00					<del></del>
Spots: # C			Time Descrip	•	Start/End Time	Lengt	th Ad-ID			Rate Type
1 W	PBF Tu 10/ Credited		Nightlir	ne	11:35-12:05AM	:0	00			\$350.00 NM
41 10/16/12 Class of T	10/16/12 ime - Pre-emp	The View		11A-12PM	-1	:30	1	\$475.00	NM	
Weeks:	Start Date 10/15/12	<del></del>	MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$475.00					
Spots: # C			Time Descrip	•	Start/End Time	<u>Len</u> gt	th Ad-ID			Rate Type
	PBF Tu 10/ Credited	16/12	The Vie		11A-12PM		00			\$475.00 NM
42 10/16/12 Class of T	10/16/12 ime - Pre-emp	WPBF Ne	ews 25 @ Noo	on 12pm-1230pm	-1	:30	1	\$275.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/15/12	10/21/12	-1	1	\$275.00					



Send Payment To:
WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
936383-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	693

www.t	thewpbfchannel.	com								
	St / S .		<b>5</b>	0. 4/5 1.7			Spots/	Date	_	
	Start Date		Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
42	2 10/16/12 Class of Tin	10/16/12 ne - Pre-emp	WPBF News 25 @ Noor tible with notice	12pm-1230pm	-1	:30	1	\$275.00	NM	
	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
L	1 WF	PBF Tu 10/	16/12 12:20 PM WPBF N	lews 25 @ Noon	12pm-1230pm	:3	0 USPRTV2:	LACH		\$275.00 NM
44		<del></del>	GENERAL HOSPITAL tible with notice	GENERAL HOSPI	T -1	:30	1	\$350.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 -1	Spots/Week 1	<u>Rate</u> \$350.00					
	Spots: # Ch	Day Air	Date Air Time Descript	<u>ion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBF Tu 10/	16/12 2:59 PM GENER	AL HOSPITAL	GENERAL HOS	SPIT :3	() USPRTV2	LACH		\$350.00 NM
45	5 10/16/12 Class of Tin	10/16/12 ne - Immedia	Dr. Oz tely Pre-emptible without n		-1	:30	1	\$450.00	NM	
	Weeks:	Start Date 10/15/12	10/21/12 -1	Spots/Week 1	<u>Rate</u> \$450.00					
	Spots: # Ch	Day Airl 2BF Tu 10/1		ion	Start/End Time		h Ad-ID	1 ACU		Rate Type
					4-5p		0 USPRTV2:			\$450.00 NM
47	·		M-F 5pm News tely Pre-emptible without n		-1	:30	1	\$375.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 -1	Spots/Week 1	<u>Rate</u> \$375.00					
	Spots: # Ch			•	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
	1 WF	PBF Tu 10/1	16/12 5:29 PM M-F 5pn	News	5-6pm	:3	0 USPRTV21	LACH		\$375.00 NM
48	3 10/16/12 Class of Tin		WPBF News 25 Morning tible with notice	s5:30-5:57am	-1	:30	1	\$200.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 -1	Spots/Week 1	<u>Rate</u> \$200.00					
	Spots: # Ch			•	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBF Tu 10/1	16/12 5:45 AM WPBF N	lews 25 Mornings @	5:3(5:30-5:57am	:3	0 USPRTV21	LACH		\$200.00 NM
49	10/16/12 Class of Tin	10/16/12 ne - Immedia	WPBF News 25 @ 6:00I tely Pre-emptible without n	P6-6:30PM otice	-1	:30	1	\$450.00	NM	<del>-</del>
	Weeks:	Start Date 10/15/12	End Date MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$450.00					
	Spots: # Ch			·	Start/End Time	Lenat	h Ad-ID			Rate Type
	1 WF	PBF Tu 10/1	16/12 WPBF N	lews 25 @ 6:00PM	6-6:30PM	:0				\$450.00 NM
		Credited				-				
50			WPBF News 25 Morning tible with notice		-1	:30	1	\$375.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 -1	Spots/Week 1	<u>Rate</u> \$375.00					
	Spots: # Ch		Date Air Time Descript		Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
	1 WF	PBF Tu 10/1	16/12 6:22 AM WPBF N	lews 25 Mornings	6-7AM	:3	0 USPRTV21	LACH		\$375.00 NM
51	10/16/12 Class of Tin	10/16/12 ne - Fixed No	Wheel Of Fortune n Pre-emptible	7-7:30PM	-1	:30	1.	\$2,000.00	NM	,
	Weeks:	Start Date 10/15/12	End Date MTWTFSS -1	Spots/Week	<u>Rate</u> \$2,000.00					
	Spots: # Ch	Day Air I	Date Air Time Descript	<u>on</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	BF Tu 10/1	16/12 7:08 PM Wheel C	f Fortune	7-7:30PM	:3	0 USPRTV21	LACH		\$2,000.00 NM
52	10/16/12 Class of Tin	10/16/12 ne - Pre-empt	Good Morning America tible with notice	7-9AM	-1	:30	1	\$475.00	NM	
		Start Date 10/15/12	End Date MTWTFSS -1	Spots/Week	<u>Rate</u> \$475.00					
	Spots: # Ch	Day Air [		on '	Start/End Time	<u>Lenat</u>	h Ad-ID			Rate Type
	1 WP	BF Tu 10/1			7-9AM		0 USPRTV21	LACH		\$475.00 NM



Send Payment To:
WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
936383-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	693

www.thewpbfcha	nnel.com								
						Spots/	5.		
Line Start Da	ate End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
52 10/16/1 Class o		Good Morning America nptible with notice	7-9AM	-1	:30	1	\$475.00	NM	
53 10/16/1 Class o		Jeopardy Non Pre-emptible	7:30-8PM	-1	:30	1	\$2,000.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 -1	Spots/Week 1	<u>Rate</u> \$2,000.00					
Spots: ±	Ch <u>Day A</u> WPBFTu 1			Start/End Time 7:30-8PM		h <u>Ad-ID</u> 0 usprtv2:	1асн		Rate Type \$2,000.00 NM
55 10/17/1 Class o		Nightline nptible with notice	11:35-12:05AM	1	:30	1	\$350.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week 1	<u>Rate</u> \$350.00					
Spots: ±	Ch <u>Day A</u> WPBF <i>W 1</i> Credite	0/17/12 Nightlin		Start/End Time 11:35-12:05AM		h Ad-ID			Rate Type \$350.00 NM
56 10/17/1 Class o		The View nptible with notice	11A-12PM	1	:30	1	\$475.00	NM	
Weeks:	Start Date 10/15/12	· · · · · · · · · · · · · · · · · · ·	Spots/Week 1	<u>Rate</u> \$475.00					
Spots: ‡	Ch <u>Day A</u> WPBF <i>W 1</i> Credite	0/17/12 The Vie		Start/End Time 11A-12PM	<u>Lengt</u> :0	h Ad-ID 0			<u>Rate</u> <u>Type</u> \$475.00 NM
57 10/17/1 Class o		WPBF News 25 @ Noo nptible with notice	n 12pm-1230pm	1	:30	1	\$275.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$275.00					
Spots: ½		<u>Air Time</u> <u>Descrip</u> 0/17/12 12:30 PM WPBF		Start/End Time 12pm-1230pm		h <u>Ad-ID</u> 0 usprtv2	1асн		<u>Rate Type</u> \$275.00 NM
59 10/17/1 Class o		GENERAL HOSPITAL nptible with notice	GENERAL HOSPI	T1	:30	1	\$350.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week 1	<u>Rate</u> \$350.00					
Spots: #		ir Date Air Time Descrip 0/17/12 2:59 PM GENER		Start/End Time GENERAL HOS		h <u>Ad-ID</u> 0 usprtv2	1ACH		Rate Type \$350.00 NM
60 10/17/1 Class o		Dr. Oz siately Pre-emptible without r	4-5p notice	1	:30	1	\$450.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week 1	<u>Rate</u> \$450.00					
Spots: <u>#</u>		<u>Air Time</u> <u>Descrip</u> 0/17/12 4:19 PM Dr. Oz	<u>ition</u>	Start/End Time 4-5p		h <u>Ad-ID</u> 0 usprtv2	1ACH		<u>Rate Type</u> \$450.00 NM
61 10/17/1 Class o		WPBF News 25 @ 5am	5-530am	1	:30	1	\$125.00	NM	
Weeks:	Start Date 10/15/12	10/21/121	Spots/Week 1	<u>Rate</u> \$125.00					
Spots: #	Ch <u>Day A</u> WPBFW 1			Start/End Time 5-530am		h <u>Ad-ID</u> 0 usprtv2	1ACH		<u>Rate Type</u> \$125.00 NM
62 10/17/1 Class o		liately Pre-emptible without r	5-6pm notice	1	:30	1	\$375.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121	Spots/Week 1	<u>Rate</u> \$375.00					
Spots: <u>#</u>		<u>ir Date</u> <u>Air Time</u> <u>Descrip</u> 0/17/12 5:54 PM M-F 5pr		Start/End Time 5-6pm		h <u>Ad-ID</u> 0 usprtv2	1асн		<u>Rate Type</u> \$375.00 NM



the same of the sa			
Invoice #	Invoice Date	Invoice Month	Invoice Period
936383-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	693

www.ti	newpbfchannel.	com									
Line	Start Date	End Date	Descri	ption	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
63	10/17/12 Class of Tir	10/17/12 ne - Pre-em	WPBF ptible with	News 25 Mor	nings5:30-5:57am	1	:30	1	\$200.00	NM	
	Weeks: Spots: # Ch	Start Date 10/15/12 Day Air	10/21/12		1	Rate \$200.00 Start/End Time	Lengt	th Ad-ID			Pato Tuno
		PBFW 10			BF News 25 Mornings (			0 USPRTV21	LACH		<u>Rate Type</u> \$200.00 NM
64	10/17/12 Class of Tir	10/17/12 ne - Immedi	WPBF ately Pre-e	News 25 @ 6 emptible withou	:00Pl6-6:30PM ut notice	1	:30	1	\$450.00	NM	
	Weeks:	Start Date 10/15/12	10/21/12	1	1	<u>Rate</u> \$450.00					
	Spots: # Ch 1 WF	<u>Day Ail</u> PBF W 10 Credited	V17/12	Air Time Desc WPE	cription BF News 25 @ 6:00PM	Start/End Time 6-6:30PM		th Ad-ID 00			<u>Rate Type</u> \$450.00 NM
65	10/17/12 Class of Tin	10/17/12 ne - Pre-em	WPBF	News 25 Mor	nings6-7AM	1	:30	1	\$375.00	NM	
	Weeks:	Start Date 10/15/12	End Dat 10/21/12			<u>Rate</u> \$375.00		•	•		10000
	Spots: # Ch 1 WF			Air Time Desc 6:42 AM WPE	cription BF News 25 Mornings	Start/End Time 6-7AM		th <u>Ad-ID</u> 0 USPRTV21	LACH		Rate Type \$375.00 NM
66	10/17/12 Class of Tin	10/17/12 ne - Fixed N	Wheel on Pre-em	Of Fortune optible	7-7:30PM	1	:30	1	\$2,000.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12		Spots/Week 1	Rate \$2,000.00					
	Spots: # Ch 1 WF			Air Time Desc 7:12 PM Whe		Start/End Time 7-7:30PM		h <u>Ad-ID</u> 0 usprtv21	LACH		<u>Rate</u> <u>Type</u> \$2,000.00 NM
67	10/17/12 Class of Tin	10/17/12 ne - Pre-em	Good Month	Morning Ameri notice	ca 7-9AM	1	:30	1	\$475.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12			<u>Rate</u> \$475.00					70.4
	Spots: <u>#</u> Ch 1 WF			Air Time Desc 7:59 AM Good	cription d Morning America	Start/End Time 7-9AM		<u>th Ad-ID</u> 10 USPRTV21	LACH		<u>Rate</u> <u>Type</u> \$475.00 NM
68	10/17/12 Class of Tin	10/17/12 ne - Fixed N	Jeopar on Pre-em		7:30-8PM	1	:30	1	\$2,000.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12		Spots/Week 1	<u>Rate</u> \$2,000.00					*
	Spots: <u>#</u> Ch 1 WF			Air Time Desc 7:53 PM Jeop		Start/End Time 7:30-8PM		h <u>Ad-ID</u> 0 usprtv21	ACH		Rate Type \$2,000.00 NM
69	10/20/12 Class of Tin	10/20/12 ne - Pre-em	Miami v	vs. FSU Colleg	ge Fc330-7pm	S-	:30	1	\$4,000.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12		Spots/Week 1	Rate \$4,000.00					, <u>~</u>
	Spots: <u>#</u> Ch 1 WP	<u>Day Air</u> BF Sa 10		Air Time Desc 0:16 PM Mian	<u>ription</u> ni vs. FSU College Foo	Start/End Time tball 8-1130p	_	h <u>Ad-ID</u> 0 USPRTV21	ACH		Rate Type \$4,000.00 NM
70	10/20/12 Class of Tin	10/20/12 ne - Immedia	Sat 7pr ately Pre-e	n News mptible withou	7-730pm ut notice	S-	:30	1	\$350.00	NM	
	Weeks:	Start Date 10/15/12		e MTWTFSS		<u>Rate</u> \$350.00					<del></del>
	Spots: # Ch	Day Air BF Sa 10, Credited	<u>Date</u> //20/12	Air Time Desc	ription 7pm News	Start/End Time 7-730pm	<u>Lengt</u> :0	h Ad-ID			Rate Type \$350.00 NM
71	10/16/12	10/19/12	M-F 3-4	4P mptible withou	M-F 3-4P	-TWTF	:30	1	\$375.00	NM	
1		Start Date	End Date		Spots/Week	Rate					



Invoice #	Invoice Date	Invoice Month	Invoice Period
936383-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	693

www.t	hewpbfchannel.	com									
								Spots/			
Line	Start Date	End Date	Description	n	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
71	10/16/12 Class of Tir	10/19/12 ne - Immedia	M-F 3-4P ately Pre-emp	tible without r	M-F 3-4P notice	-TWTF	:30	1	\$375.00	NM	
		10/15/12	10/21/12	-TWTF	1	\$375.00					
	Spots: # Ch	Day Air	Date Air	Time Descrip		Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
<u></u>	1 WF	PBF Th 10	/18/12 3:5	9 PM M-F 3-4	IP	M-F 3-4P	:3	0 USPRTV21	ACH		\$375.00 NM
72	: 10/16/12 Class of Tir	10/19/12 ne - Pre-emp	10-11a An otible with noti	derson Coope ice	er 10-11a	-TWTF	:30	1	\$250.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS -TWTF	Spots/Week 1	<u>Rate</u> \$250.00					
	Spots: # Ch			Time Descrip	•	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBFF 10	/19/12 10:4	1 AM 10-11a	Anderson Cooper	10-11a	:3	0 USPRTV21	ACH	n.10/44	\$250.00 NM
73	10/20/12 Class of Tin	10/20/12 ne - Pre-emp	M-Sun 113 otible with not	30p-12am Lat	e 1130p-1205a <b>m</b>	S-	:30	1	\$475.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$475.00					
	Spots: # Ch			Time Descrip	•	Start/End Time	Lenat	h Ad-ID			Rate Type
		PBF Sa 10	/20/12 12:3		 1130p-12am Late Ne			0 USPRTV21	ACH		\$475.00 NM
		LR - Foo	tball								
74	10/21/12 Class of Tin	10/21/12 ne - Pre-emr	Sun 8-9am otible with noti		Sun 8-9am	S	:30	1	\$350.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS	Spots/Week	<u>Rate</u> \$350.00					
	Spots: # Ch			Time Descrip	•	Start/End Time	Lenat	h Ad-ID			Rate Type
	1 WF	PBF Su 10/		6 AM Sun 8-9		Sun 8-9am		0 USPRTV21	ACH		\$350.00 NM
75	10/16/12 Class of Tin	10/19/12 ne - Pre-emp	Dr. Oz M-F otible with noti	- 9-10a ice	9-10a	-TWTF	:30	1	\$350.00	NM	<del></del>
	Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS -TWTF	Spots/Week 1	<u>Rate</u> \$350.00					
	Spots: # Ch			Time Descrip		Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
	1 WF	PBFTu 10/	16/12 9:5	9 AM Dr. Oz I	M-F 9-10a	9-10a	:3	0 USPRTV21	ACH		\$350.00 NM
76	10/16/12 Class of Tin	10/19/12 ne - Fixed No	WPBF Nev	ws 25 @ 5am le	5-530am	-TWTF	:30	1	\$250.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS -TWTF	Spots/Week 1	<u>Rate</u> \$250.00					
	Spots: # Ch			Time Descrip	•	Start/End Time	Lenat	h Ad-ID			Rate Type
	1 WF				News 25 @ 5am	5-530am		0 USPRTV21	ACH		\$250.00 NM
77	10/16/12 Class of Tin	10/19/12 ne - Fixed No	WPBF Nev	ws 25 @ 6:00 ele	Pl6-6:30PM	-TWTF	:30	1	\$1,600.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS -TWTF	Spots/Week	<u>Rate</u> \$1,600.00					
	Spots: # Ch			Time Descrip	•	Start/End Time	Lenat	h Ad-ID			Rate Type
	1 WF			9 PM WPBF I	News 25 @ 6:00PM	6-6:30PM		0 USPRTV21	ACH		\$1,600.00 NM
78	10/16/12 Class of Tin	10/21/12 ne - Fixed No	M-SUN Wi	PBF News 25	€11-11:35PM	-TWTF-S	:30	1	\$1,550.00	NM	
	Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS -TWTF-S	Spots/Week 1	<u>Rate</u> \$1,550.00					
	Spots: # Ch			Time Descrip	•	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WP	BF F 10/	19/12 11:34	4 PM M-SUN	WPBF News 25 @ 1	1PM11-11:35PM		0 USPRTV21	ACH		\$1,550.00 NM
79	10/21/12 Class of Tim	10/21/12 ne - Fixed <b>N</b> o	Sun 8-9am on Pre-emptib		Sun 8-9am	S	:30	1	\$700.00	NM	
		Start Date 10/15/12	End Date 10/21/12	MTWTFSS S	Spots/Week 1	<u>Rate</u> \$700.00					·



Payment Terms 30 Days

Send Payment To:
WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

The street of the state of the			
Invoice #	Invoice Date	Invoice Month	Invoice Period
936383-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	693

www.thewpbfchannel.com

						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
79 10/21/12 Class of Ti	10/21/12 me - Fixed Non	Sun 8-9am News Pre-emptible	Sun 8-9am	S	:30	1	\$700.00	NM	SAY - NA
Spots: # Cl	n <u>Day Air D</u>	ate Air Time Descr	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	PBF Su 10/21	/12 8:09 AM Sun 8	-9am News	Sun 8-9am	:3	0 USPRTV214	ACH		\$700.00 NM
80 10/22/12 Class of Ti	10/22/12 me - Fixed Non	Dr. Oz M-F 9-10a Pre-emptible	9-10a	M	:30	1	\$450.00	NM .	
Weeks:		<u>Ind Date</u> <u>MTWTFSS</u> 0/28/12 M	Spots/Week 1	<u>Rate</u> \$450.00					
Spots: # Cl	n <u>Day Air D</u>	ate Air Time Descr	<u>ription</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	PBFM 10/22	2/12 9:21 AM Dr. O	z M-F 9-10a	9-10a	:3	0 USPRTV214	ACH .		\$450.00 NM
81 10/22/12 Class of Ti	10/22/12 me - Fixed Non	10-11a Anderson Coo Pre-emptible	per 10-11a	M	:30	1	\$450.00	NM	
Weeks:		<u>nd Date</u> <u>MTWTFSS</u> 0/28/12 M	Spots/Week 1	<u>Rate</u> \$450.00					
Spots: # Ch	Day Air D	ate Air Time Descr	<u>ription</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	PBF M 10/22	/12 10:37 AM 10-11	a Anderson Cooper	10-11a	:3	0 USPRTV214	ACH		\$450.00 NM
				Total Spots		57	·		

**Gross Total** 

\$39,675.00

Agency Commission

\$5,951.25

Net Amount Due

\$33,723.75